

**UNITED STATES ENVIRONMENTAL PROTECTION AGENCY**  
**REGION I**  
1 CONGRESS STREET, SUITE 1100  
BOSTON, MASSACHUSETTS 02114-2023

**MEMORANDUM**

**DATE:** February 8, 1999

**SUBJ:** Request for OMB Approval of a Survey for Viewers of the Video Making Pollution Prevention Work for You: Opportunities for Wood Coaters

**FROM:** Abby Swaine  
New England Environmental Assistance Team

**TO:** Lynn Johnson, OECA Desk Officer  
Regulatory Information Division  
Office of Policy

I am the EPA project officer on EPA contract 8Z-0209-NTSX to The Center for Educational Media, which is producing a 30-minute videotape for wood products manufacturers entitled Making Pollution Prevention Work for You: Opportunities for Wood Coaters. I would like to issue a mail-back survey to assess viewers' opinions of the video.

I plan to offer the video free of charge by advertisement to approximately 3500 wood products manufacturers and other business and government contacts in New England. I estimate that we will distribute 1500 videos. Each video will be accompanied by a postage-paid return survey to assess how informative and useful the viewers find the video. Based on a 25% response rate (higher than typical), I expect to receive 375 responses. This, in combination with the brevity of the survey, means that the burden to both EPA and the public will be low.

If you have any questions or concerns, please call me at 617-918-1841.

Attachments (2)

cc: Lynn Vendinello, OECA

## **Request for Approval of Information Collection Activity**

### **I. Background:**

Under EPA contract 8Z-0209-NTSX to The Center for Educational Media, EPA Region I is producing a 30-minute videotape for wood products manufacturers entitled Making Pollution Prevention Work for You: Opportunities for Wood Coaters. The video is designed to provide basic up-to-date information on pollution prevention opportunities to small facilities whose personnel have difficulty sparing the time to attend workshops and read documents. The video will not focus on regulatory requirements because most members of the intended audience fall below thresholds for major federal environmental requirements. Yet these facilities can make a large cumulative environmental difference, and save money, through using environmentally preferable coatings, application equipment, application techniques, and waste management practices. The video will convey this information in an appealing, easy-to-digest manner by showing interviews with industry experts, views of real processes, testimonials from shop owners, and so forth. The video will be offered free of charge by advertisement to 3500 wood products manufacturers and other business and government contacts in New England. I estimate that we will distribute 1500 videos. Each video will be accompanied by a postage-paid return survey to assess how informative and useful the viewers find the video.

### **II. Survey Purpose and Description:**

I have drafted a postage-paid mail-back survey to accompany each video that is distributed. The purpose of the survey is to assess how informative and useful the video is to members of the intended audience in helping them understand and make plans to act upon pollution prevention opportunities. EPA will use this information to improve future videos for this and other sectors and to choose appropriate outreach methods (videos versus documents versus workshops, etc).

### **III. Survey Methodology and Use of Results**

Each video requested and mailed out will be accompanied by the survey. Of the 3500 wood products manufacturers and other business and government contacts in New England to whom we will advertise the video free-of-charge, I estimate that 1500 will request a video. Based on a 25% response rate (higher than typical), I expect to receive 375 responses. Each survey will be printed as a postage-paid self-mailer so that respondents do not have to provide envelopes or postage. EPA Region I will be the mailing address to which the surveys are returned, and Abby Swaine and Janet Bowen, the EPA contacts for this project, will compile the results and provide them to interested parties— the EPA Headquarters product review staff who approved this project, EPA and state pollution prevention assistance programs, wood products manufacturers trade associations, and others.

Note that question 10 on the survey asks respondents to provide their names and telephone numbers if they think may be willing to talk to Abby or Janet about changes they make to their facility operations as a result of the video. We asked a similar question on a registration form for a workshop we offered, and of 150 registration forms received got about six “yes” responses. (This is how we found wood

facility operators willing to talk about their experiences with new coatings, equipment and practices on the video that is the subject of this survey.) Based on that experience, we expect that of the predicted 375 surveys returned, a maximum of 15 will respond to question 10. Even though the expected response to this question is low, it is important to ask as a means of going beyond predicting behavior change to documenting actual behavior change resulting from outreach on non-regulatory issues. We have tried to phrase the question in a way that will not discourage those who do not want to be contacted from responding to the survey at all. We anticipate that we will talk for about 15 minutes to any respondents we do contact as a result of their providing their names and telephone numbers under question 10.

#### **IV. Respondents' Burden**

Number of survey recipients: 1500

Number of respondents: 375

(It is our understanding that a response rate of 20% for mailed surveys is quite good. Therefore we are estimating high in predicting that 25% of all recipients will at least attempt to respond to the survey.)

Minutes per response: 10

Cost per hour: \$33

(Based on the Bureau of Labor Statistics "Employer Costs for Employment Compensation," the estimate used in the EPA / OECA generic ICR.)

Total burden hours: 62.5 hours

Total burden dollar cost: \$2062.50

Number providing names and telephone numbers under question 10: 15

Minutes per followup telephone conversation: 15

Cost per hour: \$33

Total burden hours: 3.75

Total burden dollar cost: \$123.75

Grand total burden dollar cost: \$2186.25

#### **V. Agency Burden**

Number of survey recipients: 1500

Number of respondents: 375

Minutes spent compiling paper responses, per response: 10

Burden hour subtotal for paper responses: 62.5

Number providing names and telephone numbers under question 10: 15

Minutes spent talking to facilities who provide names and telephone numbers under question 10, per response: 15

Burden hour subtotal for followup conversations: 3.75

Additional hours to summarize and communicate all results: 15

Burden hour total: 81.25

Cost per hour: \$34.98

(Based on a 1998 GS 13/01 salary of \$55,969 or \$26.91/hr; with 30% overhead the hourly rate is \$34.98. This is the estimate used in the EPA / OECA generic ICR.)

Total burden dollar cost: \$2842.13

**Please give us your comments on the video Making Pollution Prevention Work for You: Opportunities for Wood Coaters. Your feedback will help us produce better outreach products.**

1. Overall, did you find the video worthwhile?

\_\_\_\_\_ Yes      \_\_\_\_\_ Somewhat      \_\_\_\_\_ No

2. How helpful are the following portions of the video?

**Materials:**                      \_\_\_ Very    \_\_\_ Somewhat    \_\_\_ Not

Equipment:                      \_\_\_ Very    \_\_\_ Somewhat    \_\_\_ Not

Process Efficiency:                   \_\_\_ Very   \_\_\_ Somewhat   \_\_\_ Not

Operator Efficiency:                   \_\_\_ Very   \_\_\_ Somewhat   \_\_\_ Not

3. How convincing are the different types of speakers in the video?

Host:                   \_\_\_ Very   \_\_\_ Somewhat   \_\_\_ Not

Assistance provider:                   \_\_\_ Very   \_\_\_ Somewhat   \_\_\_ Not

Wood facility owners / operators:      \_\_\_ Very    \_\_\_ Mixed    \_\_\_ Somewhat    \_\_\_ Not

Vendors of coatings and equipment:    \_\_\_ Very    \_\_\_ Mixed    \_\_\_ Somewhat    \_\_\_ Not

4. The video offers several reasons for trying pollution prevention techniques and technologies. Which are most convincing for you? (Check any.)

\_\_\_\_\_ Reducing your emissions to the environment.

\_\_\_\_\_ Improving worker health and morale.

\_\_\_\_\_ Preserving or improving product quality.

\_\_\_\_\_ Reducing inefficiencies and waste in your process.

\_\_\_\_\_ Saving money.

\_\_\_\_\_ Avoiding accidents and liability.

\_\_\_\_\_ Avoiding regulations.

5. Do you intend to test or adopt a pollution prevention practice or technology as a result of viewing this video?

Yes                      No

If yes, what do you intend to do?\_\_\_\_\_

6. Do you intend to refer to the video in the future or pass it on to a colleague?

Yes                      No

7. Which of the following ways of receiving information on environmental issues work best for you? (Check any.)

- \_\_\_\_\_ Manuals (long, comprehensive)
- \_\_\_\_\_ Fact sheets (short, single-topic)
- \_\_\_\_\_ Newsletter or journal articles
- \_\_\_\_\_ CD Roms
- \_\_\_\_\_ Internet Web Pages
- \_\_\_\_\_ Workshops
- \_\_\_\_\_ Videos

8. What type of job do you have?

- \_\_\_\_\_ Operator at a wood coating or wood products manufacturing facility.
- \_\_\_\_\_ Manager (able to make purchasing decisions) at a wood facility.
- \_\_\_\_\_ Vendor of wood coatings or equipment.
- \_\_\_\_\_ Consultant.
- \_\_\_\_\_ Government assistance provider.
- \_\_\_\_\_ Other (please specify): \_\_\_\_\_

9. Would you like information on topics related to the environment that were not covered in the video or not covered in enough detail? If yes, please list topics: \_\_\_\_\_

---

10. If you plan to test or adopt a new practice or technology at your facility as a result of this video, and may be willing to talk to us about your experience, please write your name and telephone number below. We ask because we want to know if our non-regulatory assistance efforts result in real improvements. Thank you!

---

11. Other comments or suggestions: \_\_\_\_\_

---

**Thank you for your input!**

**Abby Swaine and Janet Bowen**  
**The New England Environmental Assistance Team**  
**EPA Region I**

Public reporting burden for this collection of information is estimated to average ten minutes per response, including time for reviewing instructions, gathering information, and completing and reviewing the information. Send comments on the Agency's need for this information, the accuracy of the provided burden estimate, and any suggestions for reducing the burden, including the use of automated collection techniques, to the Director, OP Regulatory Information Division, United States Environmental Protection Agency (Mail Code 2137), 401 M Street, SW, Washington, D.C. 20460; and to the Office of Information & Regulatory Affairs, Office of Management & Budget, 725 17<sup>th</sup> Street, NW,

Washington D.C. 20503, Attention: Desk Officer for EPA. Include the EPA ICR 1860.01 and the OMB control number 2020-0015 in any correspondence. Do not send your completed survey to this address. Approval expires 9/30/2001.